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Claims

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 A method for generating an interactive electronic menu on a display, the menu comprising menu items (a,b,c,d,e), wherein a menu item may be in a deselected, selected or activated state, and the menu being coded into a menu data segment, characterized in that

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- at least a first and a second menu item (1.0, 1.1) are connected by a parent-child relationship, wherein the second menu item (1.1) being a child of the first menu item (1.0) can only be selected when the first menu item is selected; and
- the first and the second menu item are coded into the same data segment.
- 2. Method according to claim 1, wherein the second menu item is only visible when the first menu item is in the selected state.
- 3. Method according to claim 1 or 2, wherein the second menu item is not selectable.
- 4. Method according to any of the previous claims, wherein the menu data segment contains at least for the first and the second menu item neighbour information, the neighbour information defining which other menu item may be selected when said first or second menu item is in the selected state.
 - 5. Method according to any of the previous claims, wherein the menu relates to the content of a read-only storage medium, and the menu data segment is

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stored on the respective read-only storage medium.

- 6. Method according to any of the previous claims, wherein at least one button command is associated to a menu item and coded into said menu data segment, the button command being usable for modifying the visibility of at least one other menu item.
- 7. Method according to the previous claim, wherein said other menu data item is also coded into said menu data segment.
 - 8. Method according to claim 6 or 7, wherein the visibility also comprises the colour look-up table relating to a menu item.
 - 9. Method according to any of the previous claims, further characterized in that a third menu item is connected to the second menu item by a parent-child relationship, wherein the third menu item being a child of the second menu item can only be selected when the second menu item is selected, and wherein the first, the second, and the third menu item are coded into the same data segment.

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10. Method according to any of the previous claims, wherein the parent-child relationship within the menu data segment is indicated by a unidirectional or bi-directional link or identifier.